

## ORDER



**Orders**  
**Order / Rev:** 720653  
**Alt Order #:** 06364774  
**Product Desc:** OBAMA SKED C  
**Estimate:** 1904  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 10/05/12 / 10/05/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	55	\$66,400.00	\$56,440.00
10/15/12	10/21/12	11	\$17,400.00	\$14,790.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	66	\$83,800.00	\$71,230.00	0.00
<b>Totals</b>	<b>66</b>	<b>\$83,800.00</b>	<b>\$71,230.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/09/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			3		\$650.00		0.00				
E 2	WKYC	10/09/12	10/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			3		\$1,400.00		0.00				
E 3	WKYC	10/09/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$1,400.00	P-2	0.00	NM	8	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			8		\$1,400.00		0.00				
E 4	WKYC	10/09/12	10/12/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			1		\$300.00		0.00				
E 5	WKYC	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - - S -			1		\$1,400.00		0.00				
E 6	WKYC	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - - S			1		\$1,400.00		0.00				

Order / Rev: 720653  
 Alt Order #: 06364774  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED C  
 Estimate: 1904  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WKYC	10/09/12	10/12/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					3	\$600.00		0.00			
E 8	WKYC	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					3	\$250.00		0.00			
E 9	WKYC	10/09/12	10/12/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					3	\$400.00		0.00			
E 10	WKYC	10/09/12	10/12/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					3	\$400.00		0.00			
E 11	WKYC	10/09/12	10/12/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					3	\$500.00		0.00			
E 12	WKYC	10/09/12	10/12/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					3	\$400.00		0.00			
E 13	WKYC	10/13/12	10/13/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	- - - - - S -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S -					1	\$1,400.00		0.00			
E 14	WKYC	10/14/12	10/14/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	- - - - - S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S					1	\$1,400.00		0.00			
E 15	WKYC	10/14/12	10/14/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	- - - - - S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S					1	\$650.00		0.00			
E 16	WKYC	10/09/12	10/12/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					3	\$450.00		0.00			
E 17	WKYC	10/09/12	10/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					3	\$600.00		0.00			
E 18	WKYC	10/09/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					3	\$1,400.00		0.00			
E 19	WKYC	10/09/12	10/12/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					1	\$2,400.00		0.00			
E 20	WKYC	10/09/12	10/12/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					3	\$2,400.00		0.00			
E 21	WKYC	10/15/12	10/15/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M- - - - -	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: Obama/D/President  
Product Desc: OBAMA SKED C  
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WKYC	10/15/12	10/15/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M- - - - -	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$10,000.00		0.00			
E 22	WKYC	10/09/12	10/09/12	Tue Prime A Tue Prime A	CM	8-9p	- T- - - - -	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- T- - - - -		1				\$5,000.00		0.00			
E 23	WKYC	10/09/12	10/09/12	Tue Prime C Tue Prime C	CM	10-11p	- T- - - - -	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- T- - - - -		1				\$4,500.00		0.00			
E 24	WKYC	10/10/12	10/10/12	Wed Prime B Wed Prime B	CM	9-10p	- - W- - - -	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - W- - - -		1				\$6,000.00		0.00			
E 25	WKYC	10/09/12	10/13/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTFSS-	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTFSS-		1				\$2,400.00		0.00			
E 26	WKYC	10/15/12	10/15/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M- - - - -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$600.00		0.00			
E 27	WKYC	10/15/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M- - - - -	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$250.00		0.00			
E 28	WKYC	10/15/12	10/15/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M- - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$400.00		0.00			
E 29	WKYC	10/15/12	10/15/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M- - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$400.00		0.00			
E 30	WKYC	10/15/12	10/15/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M- - - - -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$500.00		0.00			
E 31	WKYC	10/15/12	10/15/12	M-F 2-3p Rachel Ray	CM	2-3p	M- - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$400.00		0.00			
E 32	WKYC	10/15/12	10/15/12	M-F 3-4p The Doctors	CM	3p-4p	M- - - - -	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$450.00		0.00			
E 33	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M- - - - -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$600.00		0.00			
E 34	WKYC	10/15/12	10/15/12	M-F 5-6p Dr. Phil	CM	5p-6p	M- - - - -	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$1,400.00		0.00			
E 35	WKYC	10/15/12	10/15/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M- - - - -	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED C  
 Estimate: 1904

**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 35	WKYC	10/15/12	10/15/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M- - - - -	:30	1	\$2,400.00	P-2	0.00 NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	M- - - - -		1				\$2,400.00		0.00		
Totals													66	\$83,800.00